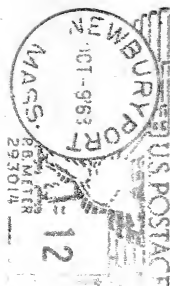


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INCORPORATED

42 Pleasant Street, Newburyport, Massachusetts 01950, Area Code 617 465-3000

Mr. T. Nelson
Box 1546
Poughkeepsie, N. Y. 12603

October 7, 1968

Dear Mr. Nelson:

Thank you for your inquiry about the ENTELEK computer-assisted instruction (CAI) source materials cited recently in DATA PROCESSING MAGAZINE. Designed to keep you up-to-date on the growing role of the computer in education, the CAI GUIDE, SURVEY, and FILE will give you immediate access to the latest developments in the field - developments which may hold important career opportunities for you!

COMPUTER-ASSISTED INSTRUCTION GUIDE

Just published, this excellent reference book provides detailed specifications for 230 CAI programs developed in the U.S. and abroad.

THE 1968 FILE

Commissioned by the Office of Naval Research, this unique information exchange provides a continuous flow of research abstracts, CAI program specifications, and facility descriptions. A non-profit charge covers the cost of all materials you receive for one year from date of participation. ONR pays for data collection and processing.

CAI: A SURVEY OF THE LITERATURE, third edition

An up-to-date, readable survey of the full scope of CAI research, development, and application, this book presents data culled from more than 1000 research reports, articles, books, and documents. The price of the SURVEY, which will be published soon, has been increased from \$5.00 to \$8.00 to permit a more comprehensive collection of data.

(over)

You will find complete details about these important reference works and services in the enclosed brochure. Please note that you can order the GUIDE and SURVEY for ten days examination without obligation.

Sincerely,

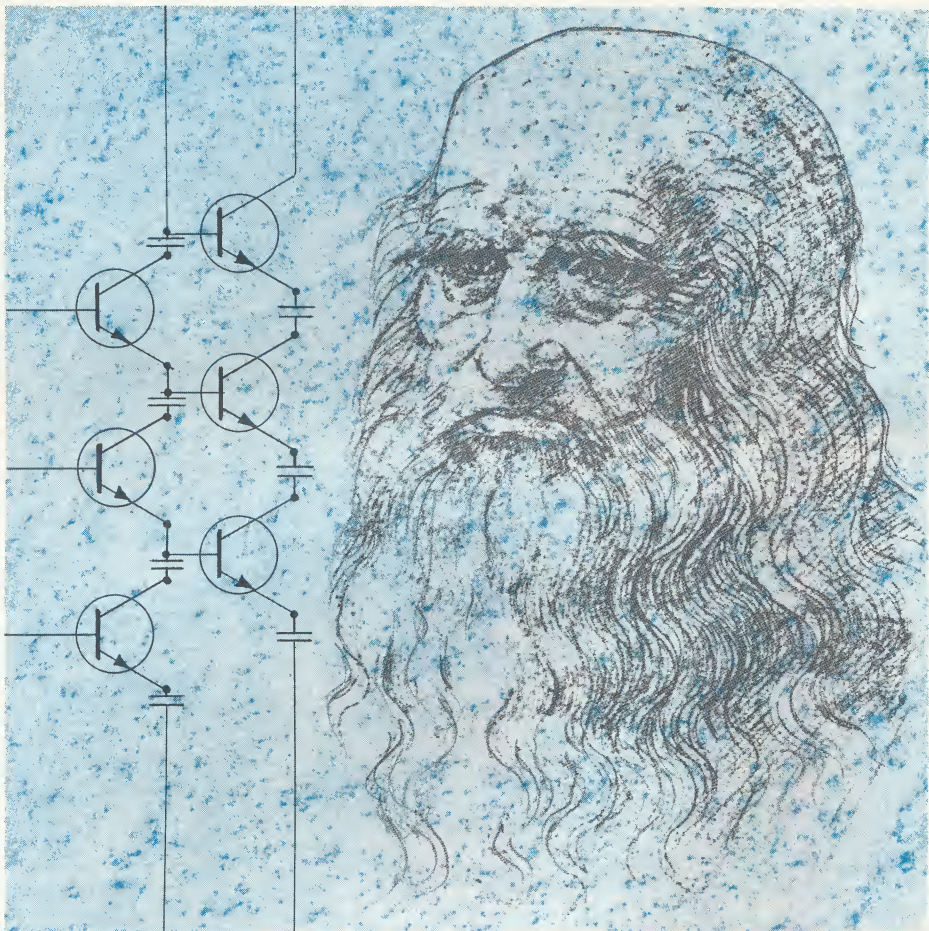


Felix C. Lowe

Marketing Director

FCL/cb
Enclosures

P.S. You will also be interested in the PROGRAMMED INSTRUCTION GUIDE, a directory of more than 2200 programmed texts, many of them in the field of data processing and applied math. You'll find a detailed description in the enclosed brochure.



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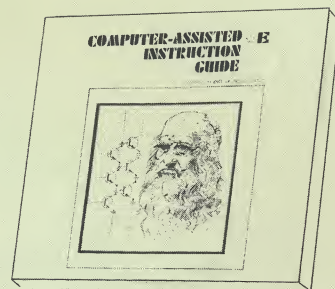
OFFERS THREE SOURCES
OF INFORMATION ABOUT

COMPUTER-ASSISTED INSTRUCTION

- THE CAI GUIDE
- CAI: A SURVEY OF THE LITERATURE
- THE CAI INFORMATION EXCHANGE



THE CAI GUIDE



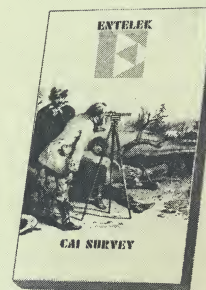
The *CAI Guide* describes more than 200 CAI programs that have been developed at over 100 CAI centers, both in the United States and abroad, to teach a wide range of subjects. Educators at all levels from pre-school to adult education, as well as those concerned with industrial and military training, can now learn exactly how the computer is being used as an instructional tool in their area of interest.

Information is provided on these seventeen characteristics of each program:

Program name	Computer required
Subject matter	I/O Devices
Author(s)	Auxiliary materials
Target population	Results
Curriculum relationships	Installations
Program length	Availability
Instructional logic	Related programs
Instructional language	Source
	Sponsor

Programs described in the *Guide* are cross-indexed by subject matter, required computer equipment, computer language, and institution of origin. Principal subject-matter categories include mathematics, languages, psychology, social sciences, economics, education, physics, chemistry, biological sciences and engineering. You can use this information to select a computer and peripheral equipments, obtain programs to run on your system, determine the CAI language most commonly used (or most promising) to teach your subject, locate compatible installations, identify sources of support, and weigh field evaluations.

1968/192 pages \$10.00



CAI SURVEY

CAI: A Survey of the Literature (4th edition) is an up-to-date, highly readable summary of the data gathered in the CAI Information Exchange. This selective review of documents by 300 authors embraces the full scope of CAI research, development and application. The data are arranged according to guidelines dictated by established or emerging concepts. Principal chapters in *CAI: A Survey of the Literature* include:

CAI Reviews and Bibliographies

Applications of CAI

Instruction, counselling and library information retrieval

Major CAI Centers

Dedicated systems, public utilities, small special-purpose systems

CAI Systems Studies

Systems analysis, time-sharing, student variables, answer-processing, artificial intelligence, central processing units, storage, and I/O equipment

CAI Languages

Student languages, teacher languages, and compilers

Instructional Theory

Studies of learning, instructional logics, sequence variables, adaptivity and frame construction

Program Preparation and Evaluation

There is a complete bibliography and author index.

INCLUSIVE Over 1000 research reports, articles, books and documents form the data-base from which the *Survey* is written.

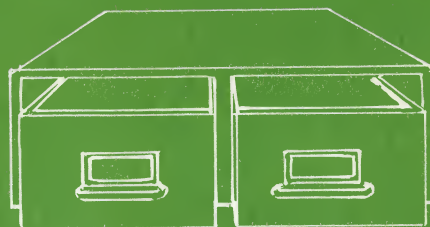
COMPREHENSIVE All CAI efforts from research to application are discussed or referenced in the *Survey*.

EVALUATIVE Significance of various CAI projects and results to date are discussed accurately and objectively.

CURRENT CAI developments through late 1967 are recorded in timely manner.

CAI: A Survey of the Literature was written by Dr. Albert E. Hickey, President of ENTELEK, Inc., and Dr. John M. Newton, Chairman, Dept. of Psychology, University of Omaha.

CAI: A Survey of the Literature costs \$8.00. Publication date: 1968



THE CAI FILE

and

Participation in the CAI Information Exchange

CAI is a fast moving field. Conventional publication procedures tend to lag behind important developments. In 1965 the Office of Naval Research sponsored the CAI Information Exchange to bring the information "turn-around time" down to 30 days or less. Participants in the CAI Information Exchange receive information in several formats:

- Cards** Each month you receive a packet containing three kinds of 5 x 8 cards:
- Buff** Abstracts of CAI research reports. Over 1000 have been distributed to date.
 - White** Specifications of CAI programs. Over 300 have been defined so far.
 - Pink** Descriptions of CAI facilities, including personnel, central processing unit, terminals, software, etc. Over 60 facility descriptions have been distributed.

You receive a two-drawer steel file cabinet and printed dividers to facilitate cross-indexing of cards.

Indexes Each monthly packet includes five indexes to the research abstracts, including KWIC, Author, Bibliographic, and Subject.

Newsletter You receive a monthly newsletter.

Working Papers At irregular intervals ENTELEK distributes to members of the exchange working papers, drafts and preprints of CAI topics.

Conference Reports ENTELEK also arranges for the exchange of CAI data at small group conferences. Proceedings are distributed to participants in the exchange.

Microfiche You receive microfiche copies of all research abstracts, program specifications, and facility descriptions distributed prior to 1968.

Survey Every six months, ENTELEK integrates the data that have passed through the exchange and publishes the results in *CAI: A Survey of the Literature*.

The SURVEY is provided free with each new order of THE CAI FILE.



HOW YOU MAY PARTICIPATE

Since 1965 the Office of Naval Research has funded the collection and processing of the data for the exchange. You may receive the data during 1968 for \$98, a non-profit charge that covers the cost of manufacturing and distributing the printed materials you receive. You will find an application form in the folder.



ORDER FORM

Please send me the ENTELEK CAI reference materials indicated below. If I am not completely satisfied, I may return the *CAI Guide* or *CAI: Survey of the Literature* within ten days for a full refund.

- ☐ Please send the *CAI Guide* (\$10.00)
 - ☐ Please send *CAI: A Survey of the Literature* (\$9.00)
 - ☐ I wish to participate in the CAI Information Exchange. Please send me all the CAI data to be distributed in 1968. (\$98.00)
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WHAT IS CAI?

In the past few years the computer has become an important tool in education, not just to schedule classes, process payrolls, or perform other administrative tasks, but as an aid to the instructional process itself. It is now possible for the computer to present information to the student, ask questions, evaluate answers, and most importantly, adapt the instructional process to the student's individual needs in a manner that rivals and promises to surpass the best efforts of a gifted tutor.

In one method of computer-assisted instruction (CAI), a student sits at a typewriter that is linked to a computer. The computer types out questions; the student types back answers. If he's right, he gets a more difficult question. If he's wrong, the computer may repeat the presentation, or change it.

The importance of CAI should not be underestimated. Not only does the computer promise more effective instruction, the fact that it has become indispensable in meeting the need for expanded services in banking, insurance, transportation, medical care, and other fields indicates that it will be an important factor in fulfilling the growing demand for universal high quality education. In fact, CAI has been compared with Gutenberg's invention of the printing press in terms of the potential effect it will have upon education.

CAI has already created a new industry. IBM, RCA, Philco-Ford and many other companies are developing CAI equipment. Hundreds of universities, training laboratories, and school districts are writing and testing the complex programs, or "software" that will direct the student-computer interaction.

CAI is not an easy field to comprehend. There is a rapidly multiplying number of CAI programs in virtually every subject matter and at every level of education, but the programs are on tape and escape the usual channels for the publication of instructional materials. The reports of CAI progress are scattered through the professional communications of educators, psychologists, engineers and military and industrial training specialists. In 1965, the Office of Naval Research, an early sponsor of CAI development, assigned ENTELEK the responsibility to gather, integrate and distribute CAI data, primarily to ONR contractors. Three products of this important exchange are now available to the growing number of people concerned with CAI:

- **The CAI Guide**
A description of 200 CAI programs
- **CAI: A Survey of the Literature**
An integration of over 1000 CAI research documents
- **The CAI Information Exchange**
A monthly distribution of current CAI data.

PARTICIPANTS

Partial List of Participants in the ENTELEK CAI Information Exchange

Military Establishments and Government Agencies

Air Force Electronic Systems Div.
Air Force Headquarters
Armee de l'Air, Centre D'Etudes
et de Recherches Psychologiques
"Air" (Fr)
Army Personnel Research Office
Army Signal Corps School
Human Resources Research Office
Industrial College of the Armed
Forces
National Security Agency
Naval School of Aviation Medicine
Naval Training Device Center
Office of Chief of Naval Operations
Royal Air Force (UK)
Royal Navy (UK)
U. S. Military Academy
U. S. Naval Academy
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Industry

Addison-Wesley Publishing Co.
American Telephone and
Telegraph Co.
Bolt Beranek and Newman, Inc.
Educational Developments
Laboratories, Inc.
Educational Testing Service
Encyclopedia Britannica, Inc.
Ford Motor Company
General Motors Institute
Grumman Aircraft Engin. Corp.
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I. C. T. Limited (UK)
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RCA Instructional Systems
Responsive Environments Corp.
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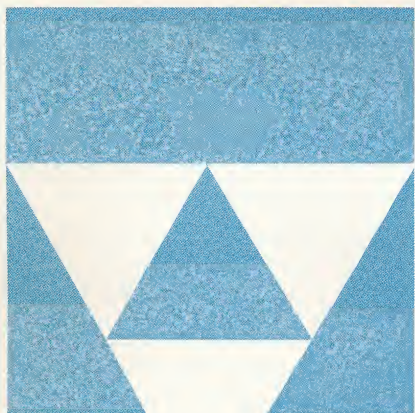
Universities

California State College at Los
Angeles
Carnegie Mellon University
Catholic University
Dartmouth College
Florida State University
George Washington University
Harvard Computing Center
Hull University (UK)
Indiana University
M.I.T. (Project MAC)
Medical College of South Carolina
Oakland Community College
Ohio University
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University of California—Irvine
University of California—Davis
University of S. California
University of Illinois
University of Liege (Belgium)
University of Michigan
University of Minnesota
University of Pittsburgh
University of Texas
University of Wisconsin

Public Schools

Altoona Area School District
Fairfax County Public Schools (Va.)
Highland Public School (Wash.)
Huston Independent School District
Liberty Council of Schools (Mass.)
Maryland State Dept. of Education
Mineola Public Schools (L.I.)
Minnesota School Districts
School District of Philadelphia

ENTELEK INC.
42 PLEASANT STREET
NEWBURYPORT, MASSACHUSETTS 01950



ABOUT ENTELEK



ENTELEK Incorporated was formed in 1961 to research and apply educational technology. ENTELEK develops off-the-shelf and custom programmed instruction texts, computer-based instruction materials and management games.

ENTELEK also publishes the *Programmed Instruction Guide*, a computer-based catalogue compiled by Northeastern University.

ENTELEK has conducted the CAI Information Exchange described in this brochure under the sponsorship of the Office of Naval Research since 1965. It also conducts CAI conference/demonstrations and workshops.

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GIVE US THE TOOLS TO LEARN AND WE WILL GIVE YOU PROGRESS.
— Socrates

THE NORTHEASTERN — ENTELEK
**PROGRAMMED
INSTRUCTION
GUIDE**



WHAT

THE PROGRAMMED INSTRUCTION GUIDE IS

The PROGRAMMED INSTRUCTION GUIDE is a computer-based catalogue designed to help teachers and industrial trainers find programs they can use to meet their instructional objectives.

The GUIDE, published twice a year, consists of four sections:

- 1 The Index
- 2 The Data Bank
- 3 Program Record Sheets
- 4 General References to Programmed Instruction

The Data Bank includes the following information about each program:

- 1 Title
- 2 Author
- 3 Subject classified by the Dewey Decimal System
- 4 Publisher
- 5 Publication date
- 6 Number of components
- 7 Type of supplementary material
- 8 Information about the teacher's manual (if available)
- 9 Tests supplied with the program
- 10 Teaching device specifications (if required)
- 11 Availability of evaluative data: terminal objectives
target population
field test specifications and results
- 12 Style: Linear, branching, teach-test, etc.
- 13 Study hours required
- 14 Level
- 15 Cost

All these data for more than 2200 programs are printed in a compact book of 400 pages, 80 more pages than the First Edition.

WHY

YOU NEED THE PROGRAMMED INSTRUCTION GUIDE

Programmed instruction is here to stay as an important tool in the education and training processes. Today, less than ten years after programmed instruction began to take hold, over 2200 programs are available from more than 400 sources.

If you are a
librarian
school administrator
teacher
industrial trainer
A-V director
military trainer

you will be able to use the GUIDE to attain your educational objectives more effectively.

Programmed instruction materials are available at all levels . . .

pre-school
elementary and high school
vocational
college
graduate school
continuing education
special education

Programmed instruction materials are available in all subjects . . .

Reading	Business
Math	Music
Statistics	History
Physics	Economics
Chemistry	Law
Languages	Education
Vocational Skills	Psychology
Medical Science	... and many more.
Engineering	

HOW

THE NEW GUIDE CAN BE OF VALUE TO YOU

The new edition describes 448 programs not listed in the First Edition, bringing the total number of programs to 2,221—a gain of more than 25%.

The new programs cover 28 subjects not covered in the first edition, including criminal law, welfare services, folklore, vertebrates, and several other topics.

One hundred and fifteen new programmed instruction sources are represented, including such important U.S. companies as Atlantic Refining, General Electric, General Telephone, Itek, and Polaroid, and several important sources in the United Kingdom, Mexico, and other countries.

The PROGRAMMED INSTRUCTION GUIDE not only lists available programs, it is a guide to their quality and relevance to your instructional requirements. The new edition contains 121 additional assessments of both new and old programs. Good or poor programs may look alike on casual inspection. But good programs have an empirical base. They are tested on learners representative of the target population. If the learner fails to learn, the program is revised and tested again until it performs as desired. This testing procedure, recommended by the Joint Committee on Programmed Instruction, is just as important in programmed instruction as small steps, active responding, prompt feedback of results and other more obvious features.

To help you determine whether a program in which you are interested has an adequate empirical base, Northeastern has graded the programs listed in the GUIDE on the availability of evaluation data.

WHO

COMPILED THE GUIDE

The GUIDE is compiled by the Office of Educational Resources of Northeastern University, Boston, Massachusetts. Northeastern, with an enrollment of more than 31,000 students, is the largest cooperative plan university in the nation. The Office of Educational Resources is responsible with the faculty for the integration of educational technology and innovation into the curricula of the University. Professor James E. Gilbert, Director of the OER, established the PROGRAMMED INSTRUCTION GUIDE as a University service in 1966. Miss Geleta Fenton is Project Director.

HOW THE GUIDE WORKS

The Index Section is used to locate in the Data Bank all those programs relating to the subject you want to teach.

When you determine the classification number and title of the programmed instruction unit on which you want additional information, you look up the classification number in the Data Bank. There you find the fifteen characteristics exactly as printed out by the IBM 1620 computer which processed the cards on which the University data are stored.

Then, take a snap-out Program Record Sheet from the back of the GUIDE to make a complete and permanent record of the program you're interested in. Each record sheet contains all the instructions you need to read the computer printout.

Each copy of the GUIDE contains a supply of reply cards you can use to request an examination copy of the program itself from the publisher, or to request additional data.

HOW MUCH
IS THE GUIDE?

\$14.50

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Return the attached order form today. ENTELEK will send you the GUIDE to use for ten days without obligation. Prove to yourself that it is

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CURRENT EDP techniques are used in compilation

COMPACT 400 pages of computer printout

ACCURATE Northeastern University has the bulk of the programs on file

EASY TO USE Thoroughly "human-engineered"

If, at the end of ten days, the GUIDE has not proven to be a valuable reference tool, return it and we'll cancel the charges.

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Please send me the second edition of the PROGRAMMED INSTRUCTION GUIDE for a ten-day free examination. If I am not completely satisfied, I will return the book within ten days for a full refund. If I decide to keep it, I need pay only \$14.50.

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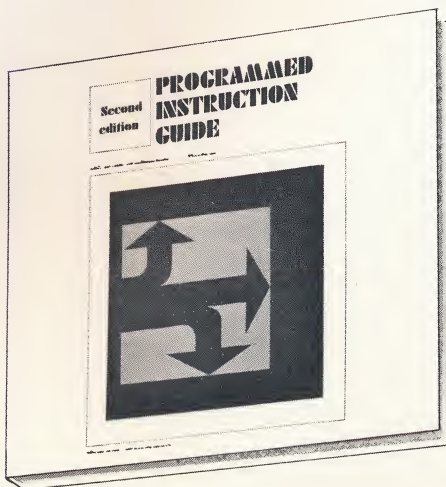
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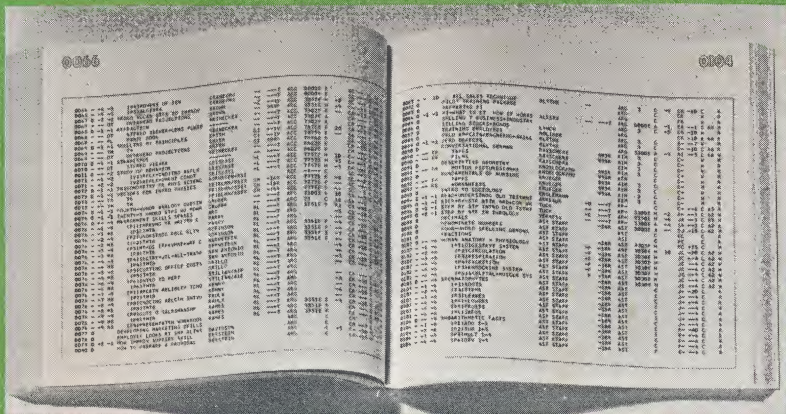
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0160 - -2 -3	(P2)CENTRAL	MC GRAWX	GG	--IV	BRL	3033E H	22	EJ	--3 C	64 W
0160 - -2 TB	(P2)TB	MC GRAWX	GG	--IV	BRL	3033E H	--	EJ	--1 C	64 W
0160 - -2 OT	(P2)MAP BOOKLET	MC GRAWX	GG	--IV	BRL	3033E H	--	EJ	--1 C	64 W
0160 - -3 -3	(P3)WEST	MC GRAWX	GG	--IV	BRL	3033E H	--	ES	--3 C	64 W
0160 - -3 TB	(P3)TB	MC GRAWX	GG	--IV	BRL	3033E H	33	EJ	--1 C	64 W
0160 - -3 OT	(P3)MAP BOOKLET	MC GRAWXX	GG	--IV	BRL	3033E H	--	EJ	--1 C	64 W
0161 0 -1 -1	HOW TO TELL TIME	MAZLETT	--	---T	BRL	C		JS		K
0162 0 -- -2	INTRO TO AMERICAN GOVERNMENT	ROSENHCK+BRL	GD	---T	BRL	72 C	42	JS	--5 C	64 K
0162 - -1 -2	(V1)	ROSENHCK+BRL	GD	---T	BRL	72 C	18	JS	--2 C	64 K
0162 - -2 -2	(V2)	ROSENHCK+BRL	GD	---T	BRL	72 C	24	JS	--C	64 K
0162 - -- TM	TM	ROSENHCK+BRL	GD	---T	BRL	72 C	--	JS	--1 C	64 K
0162 - -- TB	TB	ROSENHCK+BRL	GD	---T	BRL	72 C	--	JS	--C	64 K
0162 - -- RS	ANSWER SHEET	ROSENHCK+BRL	GD	---T	BRL	72 C	--	JS	--1 C	64 K
0163 0 -- -5	MODERN FRENCH PRO TEXT-TAPE	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	225 C	W
0163 1 -- -5	(P1)A	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--4 C	W
0163 1 -1 -5	B1	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--4 C	W
0163 1 -2 -5	B2	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--4 C	W
0163 1 -- TP	TAPES	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC		R
0163 1 -- TM	(P1)TM	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--1 C	R
0163 1 -- TB	(P1)TB	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--1 C	W
0163 2 -- -5	(P2)B	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	132 C	W
0163 2 -3 -5	B3	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--4 C	W
0163 2 -4 -5	B4	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--4 C	W
0163 2 -5 -5	B5	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--4 C	W
0163 2 -- TP	TAPES(12)	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	115 C	R
0163 2 -- TM	(P2)TM	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--1 C	W
0163 2 -- TB	(P2)TB	BUROUS/SA+EB	-H	997R	BRL	7375H H	2M	JC	--2 C	R
0164 0	NEW MATH				BRL	C		J-		R
0165 0	PHYSICS				BRL	C		S-		R
0166 0	TENSION+RELAXATION	SULLIVAN/SA			BRL	C			C	K
0167 0 -1 -1	UNITED STATES CONSTITUTION	MCCLOSKEY+BRL	GF	--IV	BRL	3033E H	19	C-	--4 C	64 W
0167 - -- MB	TMTB	MCCLOSKEY+BRL	GF	--IV	BRL	3033E H	--	C-	--1 C	64 W
0167 - -- OT	REVIEWS	MCCLOSKEY+BRL	GF	--IV	BRL	3033E H	-	C-	--C	64 K
0168 0	VOCABULARY USAGE				BRL	C		S-		R
0169 0	CAR SAFETY	SILVERWEIGX			BT-	3		C	A-	K
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